DECISIONS:

SALES PROJECTIONS:

|  |  |
| --- | --- |
| **Professional Services** | **2012** |
|  |  |
|  |  |
| **General** |  |
| Attorneys | $0 |
| Accountants | $0 |
| Management consultants | $0 |
| Industry specialists | $0 |
| Technology consultants | $0 |
| Other (change title here) | $0 |
| Other (change title here) | $0 |
| **Total Costs** | **$0** |

|  |  |  |
| --- | --- | --- |
| **Vodka 750mL** |  |  |
| Unit Volume |  | 2.0% |
| Unit Price |  |  |
| Gross Sales |  |  |
| (Commissions) | 50% | 15% |
| (Returns and Allowances) |  | 3% |
| **Net Sales** |  |  |
| (Cost of Goods Sold) |  | 50% |
| **GROSS PROFIT** |  |  |
|  |  |  |
| **Vodka 350mL** |  |  |
| Unit Volume |  | 2.0% |
| Unit Price |  |  |
| Gross Sales |  |  |
| (Commissions) | 50% | 15% |
| (Returns and Allowances) |  | 3% |
| **Net Sales** |  |  |
| (Cost of Goods Sold) |  | 50% |
| **GROSS PROFIT** |  |  |

|  |  |
| --- | --- |
|  |  |
| **EXPENSES - General and Administrative** |  |
| Salaries and wages | $59,360 |
| Employee benefits | $0 |
| Payroll taxes | $8,904 |
| Professional services | $0 |
| Marketing and advertising | $0 |
| Rent | $680 |
| Equipment rental | $0 |
| Maintenance | $0 |
| Depreciation | #REF! |
| Insurance | $0 |
| Telephone service | $0 |
| Utilities | $0 |
| Office supplies | $0 |
| Postage and shipping | $0 |
| Travel | $0 |
| Entertainment | $0 |
| Interest on loans | $0 |
| Other (change title here) | $0 |
| Other (change title here) | $0 |
| **TOTAL EXPENSES** | **#REF!** |
| Net income before taxes | #REF! |
| Provision for taxes on income | #REF! |
| **NET PROFIT** | **#REF!** |

INVENTORY

|  |
| --- |
| **Vodka 750mL** |
| Cost of Goods Sold |
| Items/Parts 1 |
| Items/Parts 2 |
| Items/Parts 3 |
| Items/Parts 4 |
| **Total Inventory Expense** |
|  |
| **Vodka 350mL** |
| Cost of Goods Sold |
| Items/Parts 1 |
| Items/Parts 2 |
| Items/Parts 3 |
| Items/Parts 4 |
| **Total Inventory Expense** |
|  |
| **GRAND TOTAL INVENTORY** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Capital Purchases** |  |  | | |  | |  |  |
| **Item** | **Cost** | **Purchase Date** | | **Years of Service** | | **Salvage Value** | | |
|  |  |  |  |  | |  | | |
| **Equipment** |  |  |  |  | |  | | |
| Pot Still with Vodka Tower | $83,000 | Sep | 2013 | 7 | | $0 | | |
| Mash Pot | $19,000 | Sep | 2013 | 1 | | $0 | | |
| Fermentaion Tanks | $18,000 | Sep | 2013 | 1 | | $0 | | |
| Fruit Press | $6,000 | Sep | 2013 | 1 | | $0 | | |
| Pumps | $6,000 | Sep | 2013 | 1 | | $0 | | |
| Bottle Filler | $3,000 | Sep | 2013 | 1 | | $0 | | |
| Forklift | $1,500 | Sep | 2013 | 1 | | $0 | | |
| Steam boiler | $15,000 | Sep | 2013 | 1 | | $0 | | |
| still support equipment | $5,000 | Sep | 2013 | 1 | | $0 | | |
| Blending/Bottling Tank | $18,000 | Sep | 2013 | 1 | | $0 | | |
| Retail Racks | $1,000 | Sep | 2013 | 1 | | $0 | | |
| Small bar | $1,000 | Sep | 2013 | 1 | | $0 | | |
|  |  |  |  |  | |  | | |
| **Computer Hardware/Software** |  |  |  |  | |  | | |
| Office Computer | $1,000 | Sep | 2013 | 1 | | $0 | | |
| Accounting System | $0 | Sep | 2013 | 1 | | $0 | | |
| Inventory System | $0 | Sep | 2013 | 1 | | $0 | | |
|  |  |  |  |  | |  | | |
| **Telecommunications** |  |  |  |  | |  | | |
| Office Line | $0 | Sep | 2013 | 1 | | $0 | | |
| Internet Access | $0 | Sep | 2013 | 1 | | $0 | | |
| Cell phone (3) | $0 | Sep | 2013 | 1 | | $0 | | |

|  |  |
| --- | --- |
| **Staffing Budget** | **2012** |
|  | September |
|  |  |
| **Management** |  |
| # Employees | 0.00 |
| Salary/Wages | $0 |
| Benefits | $0 |
| Payroll Taxes | $0 |
| **Total Costs** | $0 |
|  |  |
| **Administrative/Support** |  |
| # Employees | 1.00 |
| Salary/Wages | $9,360 |
| Benefits | $0 |
| Payroll Taxes | $1,404 |
| **Total Costs** | $10,764 |
|  |  |
| **Sales/Marketing** |  |
| # Employees | 0.00 |
| Salary/Wages | $0 |
| Benefits | $0 |
| Payroll Taxes | $0 |
| **Total Costs** | $0 |
|  |  |
| **Operations/Production** |  |
| # Employees | 0.00 |
| Salary/Wages | $0 |
| Benefits | $0 |
| Payroll Taxes | $0 |
| **Total Costs** | $0 |
|  |  |
| **Distiller** |  |
| # Employees | 1.00 |
| Salary/Wages | $50,000 |
| Benefits | $0 |
| Payroll Taxes | $7,500 |
| **Total Costs** | $57,500 |
|  |  |
| **TOTAL** |  |
| # Employees | 2.00 |
| Salary/Wages | $59,360 |
| Benefits | $0 |
| Payroll Taxes | $8,904 |
| **GRAND TOTAL COSTS** | **$68,264** |

|  |  |
| --- | --- |
| **Marketing Budget** | **2012** |
|  | September |
| **Professional Assistance** |  |
| Marketing/PR Consultants | $0 |
| Advertising Agencies | $0 |
| Direct Mail Specialists | $0 |
| Graphic/Web Design | $0 |
| **Brochures/Leaflets/Flyers** | $0 |
| **Signs/Billboards** | $0 |
| **Merchandising Displays** | $0 |
| **Sampling/Premiums** | $0 |
| **Media Advertising** |  |
| Print (newspaper, etc.) | $0 |
| Television and Radio | $0 |
| Online | $0 |
| Other Media | $0 |
| **Phone Directories** | $0 |
| **Advertising Specialties** | $0 |
| **Direct Mail** | $0 |
| **Website** |  |
| Development/Programming | $0 |
| Maintenance and Hosting | $0 |
| **Trade Shows** |  |
| Fees and Setup | $0 |
| Travel/Shipping | $0 |
| Exhibits/Signs | $0 |
| **Public Relations/Materials** | $0 |
| **Informal Marketing / Networking** |  |
| Memberships/Meetings | $0 |
| Entertainment | $0 |
| **Other** | $0 |
| **GRAND TOTAL COSTS** | **$0** |